Microsoft MAGAZINE

WINTER 1994

Behind the scenes in growing businesses

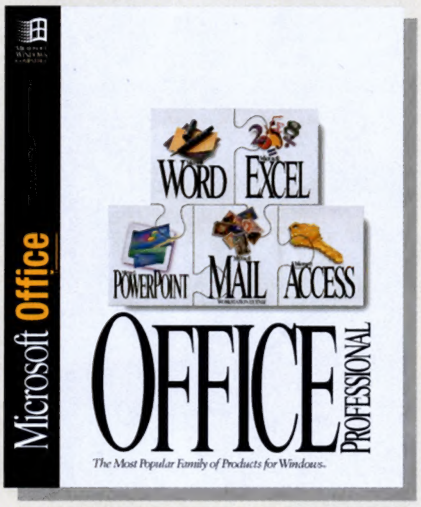
How Microsoft Office helps two dynamic companies succeed

Special preview: Windows 95

Hot tips and tricks

First look: New Microsoft Office Professional & Bookshelf on CD

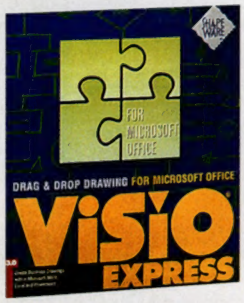
UPGRADE TO MICROSOFT OFFICE NOW



AND CHOOSE ONE OF FOUR FREE OFFERS

FREE LONG-DISTANCE CALLING

FREE BUSINESS PLANNING TOOLS



FREE DRAWING PROGRAM

FREE GAME SOFTWARE

Products worth up to $79*

If you've been thinking about upgrading to Microsoft® Office, now's the best time to do it. Because during our "Consider the Possibilities" promotion, you'll get your choice of one of these four offers valued at up to $79—**free.**

Save considerable time and effort

Microsoft Office is the most popular suite for the Windows™ operating system with full-featured programs that work together like one. Microsoft Office Standard 4.2 contains Microsoft Excel 5.0, Word 6.0, and PowerPoint® presentation graphics program 4.0, plus a workstation license for Microsoft Mail. Upgrade now to Office Standard 4.2 for only $299.** Or choose Microsoft Office Professional 4.3 for $399.** Office Professional adds Microsoft Access® database 2.0. You'll find the programs are all designed to look alike and work alike—so it's easy to learn a new spreadsheet, database, or presentation graphics program.

A considerable choice of FREE offers

- **Considerable connections** 60 minutes of free long-distance calls anywhere in the continental United States, Canada, or Puerto Rico. Call friends, family, or your customers.
- **Considerable additions** Microsoft Office Assistant has 54 tools to help you plan and run your business—planning templates, financial statements, and more. Or Shapeware® Visio Express™ for Microsoft Office lets you create flowcharts, organizational charts, time lines, direction maps, block diagrams and more.
- **Considerable fun** Seven action-packed games in Microsoft Entertainment Pack 4 for Windows: Chess, Dr. Black Jack, Chip's Challenge,® and more.

"Consider the Possibilities" now

An offer this good can't last forever. See your retailer today. **Offer expires January 31, 1995.** After all, it's your time, your money, and your business. Don't they deserve the best tools you can get—*and* the best deal?

TO UPGRADE, SEE YOUR RETAILER OR USE THE ORDER FORM BETWEEN PAGES 26 & 27. FOR THE NAME OF A RETAILER NEAR YOU OR TO ORDER BY PHONE, CALL (800) 626-8636.

Microsoft Office

*Offer based on suggested retail price. You must acquire Microsoft Office Standard, Office Professional, or Office Professional & Bookshelf® between October 1, 1994, and January 31, 1995, to be eligible for this offer. Limit one offer per product acquired and maximum of three offers per location. This offer valid for previously stated products for the Windows operating system only. This offer is not transferable.

**Upgrade price. See order form for upgrade eligibility. Retailer prices may vary.

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Cover photo: Don MacLean uses Microsoft Office Professional because "the show must go on" at Cirque du Soleil in Las Vegas. See page 12.

Dialog Box

Before you write to us, please note: The response to the premiere issue of *Microsoft Magazine* has been overwhelming. To date we've received nearly 1,000 letters to the editor, most over the Internet. We are delighted so many of you have taken the time to write regarding the magazine. However, we also received a large number of messages about technical support and queries unrelated to the publication.

To clarify: If you have an opinion regarding the contents of *Microsoft Magazine*, send it to us at msmag@microsoft.com. Or, mail it to Microsoft Magazine, One Microsoft Way, Redmond, WA 98052-6399. Letters selected for publication will be printed with your name and Internet address if applicable. We may need to edit your submission for length or clarity. Due to the high volume of messages, we are unable to personally respond to letters.

If you need technical support, refer to the Microsoft Support Network listing on the inside back cover of this magazine. If you need information about Microsoft products mentioned in the magazine, call the Microsoft Sales Information Center at (800) 426-9400.

Return to sender

I ATTEMPTED to subscribe to your *WinNews* electronic newsletter by sending mail as described in your Fall 1994 issue (page 6). My message was returned. Any ideas?

DENNIS CLAFLIN
claflin@zeus.bwh.harvard.edu

WE APOLOGIZE. *Interest in the Microsoft® Windows™ 95 operating system is very high, and response to our invitation to subscribe to* WinNews *was overwhelming. During the weekend of September 25, we received nearly 100,000 subscription requests. At one point, the WinNews server was receiving 186 messages every 20 seconds.*

Although we made every effort to ensure that everyone who sent a subscription message was entered in our database, we weren't completely successful. To ensure that this doesn't happen again, we have upgraded the capacity of the server.

If you haven't received any issues of WinNews *in the past month, please resubscribe. To do so, send Internet mail to enews@microsoft.mwnet.com with the words SUBSCRIBE WINNEWS as the sole text in the body of your message. When your subscription request is entered successfully, you will receive a welcome message within three days. If you don't receive this message, please try again. —Ed.*

No, but there was a beta

I JUST RECEIVED your "premiere issue," which I interpret as the first issue. In it, however, I found letters to the editor. Did I get version 1.1 of the "premiere issue"?

DICK SMITH
smith002@mc.duke.edu

YOU DID RECEIVE *the premiere issue of* Microsoft Magazine. *The letters were from readers of* Focus on Microsoft Windows, *which* Microsoft Magazine *replaced. —Ed.*

All keyed up

YOUR PREMIERE ISSUE was excellent. Except I found a product (Microsoft Natural Keyboard™) in your magazine that I wanted right away. I called the number that you have in the book to get retail outlets. They told me the names and numbers of three local outlets. To make a long and frustrating story short, none of the outlets had even heard of it. Please save customers the headaches and report that it will be available soon!

ED MONTGOMERY
emontgo@cacd.rockwell.com

OUR PREVIEW SECTION *highlights upcoming products. However, because product ship dates often change, we are unable to state exactly when the featured products will be available. That's why we gave the admittedly vague availability date of "coming this fall" for the Natural Keyboard peripheral. But you raise a good point—namely, we need to make it easier for readers to see that these are previews of products soon to be released. And we have. —Ed.*

User friendly

JUST RECEIVED your premiere issue and enjoyed it. I was pleased to see a magazine catering to computer users written in plain English. So many similar publications ignore the fact that many computer users don't understand the cryptic language or have a clue as to the names and functions of the "internal organs" of a computer. It seems to me that the industry is striving to get more and more user friendly so as to cater to people with no computer knowledge but the publications are not becoming more reader friendly. Your publication was refreshing in this sense.

VIC GRECZKO
vic@tsf.com

That's LIFE

JUST A QUICK NOTE to tell you I thoroughly enjoyed the premiere issue. I think the layout and general look are classy, and the photography is excellent! LIFE magazine from the forties and fifties it ain't, but it is good. You've managed to capture a slice of reality missing from most computer-oriented publications.

May I suggest (although you're probably way ahead of me) an article on the folks who handle your "help lines." They seem to be a great bunch of folks, and they're a credit to Microsoft.

Thanks again for an entertaining and informative book. I'm looking forward to the next issue.

BARRY EASTHOPE
73127.2711@compuserve.com

Just what I needed

THANKS VERY MUCH for the new magazine. It's a great addition (and help) to your product line. The information is excellent, and it provides me with the info I need on the up-and-coming products.

STEVE BRADLEY
steveb@cts.com

A hot topic

A virus is something that, when exposed in the right environment, can spread like wildfire. We've recently learned that mentioning the word "virus" in reply to a letter about bulletin boards is a good way to create controversy—and a great deal of heated response—in the computing community. Thanks to all who sent their comments, most of which took issue with the points in our reply. We wish you all a healthy holiday and a virus-free new year. —Ed.

Macro mania

I WAS DELIGHTED to receive your first magazine. If possible, I would like to see some articles explaining various functions in the software programs and their application. "Step by step" would be a great help. I would also be interested in how some macros are used and how they are set up. I look forward to seeing future issues of your magazine.

PAT COLLINS
pacollin@rs6000.cmp.ilstu.edu

YOU'LL LOVE *our Spring issue. We're going behind the scenes of the Microsoft Support Network to bring you more how-tos, tips, tricks, and macros. —Ed.*

Taxing question

SHAME ON YOU! In an article entitled "Right at Home" (Fall 1994), your writer offered some bad advice in "Setting up your home office." After some good suggestions for the home-based business, your writer also mentioned that it would be a good idea to use the computer for personal things, such as educational and entertaining software. That might be OK for a computer used by the whole family, but if you want to legitimately take the home office deduction (and expense business equipment), I'd advise keeping games and educational software OFF your business computer! You won't even find Solitaire on mine.

DONN LE VIE, JR.
AUSTIN, TEXAS

THE DEDUCTION *you take for your computer depends on the percentage of time you use it for business versus "other" purposes. Please check with the Internal Revenue Service for complete information on home business equipment deductions. —Ed.*

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Winter 1994

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Now, the price is right

When you shop for a television, you aren't likely to call Sony to ask for the suggested retail price. When you plan to pick up the latest music CD, you don't phone Virgin Records to find out the going rate. Shopping for computer software today is the same way: Most people call a retailer, not the manufacturer, for pricing information.

Until recently, when you received Microsoft literature or saw a product advertisement, you might have noticed a suggested retail price (SRP). Or, if you called the Microsoft Sales Information Center about specific products, a representative gave you an SRP over the phone. But then when you went to your software retailer, the price was often different. The reason? Many software retailers do not sell at the manufacturer's SRP. Competition in the software industry has widened the gap between the suggested retail price and what you actually pay at the software store.

To make it all less mysterious, Microsoft has stopped publishing suggested retail pricing. "SRPs were originally intended to provide a guideline to customers about the price of a product," explains Geoff Saunders, Microsoft's Channel Policies marketing manager. "Today, the discrepancy between SRPs and actual retail prices is such that new customers may be confused by SRPs, while others simply ignore them and look at the prices advertised. By no longer publishing SRPs, Microsoft is acknowledging the reality that the retailer sets the retail price of a product."

If you request pricing information, however, the Microsoft Sales Information Center can provide you with estimates of the retail price for many Microsoft products.

Retailers have been setting competitive prices for some time. Because our prices to distributors and retailers haven't changed, you won't see any change in what you pay for Microsoft products at your favorite software store as a result of this action.

Another benefit of product registration

Registering your Microsoft products definitely has its advantages. Not only do you get access to technical support, special savings on product upgrades, and other benefits, but sending in your registration also could land you in paradise, just like these Microsoft customers:

- Terry Zimmerman, Lawrenceville, GA (July 1994 winner)
- James M. Pichler, Minneapolis, MN (August 1994 winner)
- Rolland C. Buchanan, Canton, MI (September 1994 winner)

Every month, a new winner is selected for his or her choice of a four-day stay for two at The Westin Maui in Hawaii or for a family of four at the Walt Disney World Swan (shown above) in Florida. Prize includes round-trip tickets on United Airlines.

No purchase necessary to win. See the registration card enclosed with your software for details. Or, for a complete list of rules, write:

Microsoft Sweepstakes
P.O. Box 5106
El Toro, CA 92630

Get technical, get educated

Tech·Ed 95, the third annual Microsoft technical conference, comes to New Orleans March 27–31, 1995. A total immersion into technical information for computer professionals, Tech·Ed 95 offers more than 300 sessions on how to develop, support, and integrate solutions using a wide range of Microsoft products, including BackOffice, Office, and Windows 95.

For more conference and registration information, call the Tech·Ed 95 hotline at (800) 433-9996 or (612) 550-6390, Monday through Friday, 6:30 A.M. to 5:30 P.M. Pacific time.

Multimedia: The basics of how it all works

Microsoft Press has teamed up with Dorling Kindersley, the publisher of David Macaulay's popular book *The Way Things Work*, to create a book about multimedia as colorful and engaging as the subject itself.

The Way Multimedia Works is a 128-page excursion through the rapidly emerging world of multimedia computing. Author Simon Collin uses hundreds of full-color illustrations, photographs, and screen shots from actual multimedia titles to introduce the basics of the technology, dissect a sound card and other multimedia computer components, give you a taste of the titles that are available, and—as the name promises—show you how it all works.

The Way Multimedia Works also offers hardware buying guidelines, installation basics, troubleshooting tips, and hundreds of other useful facts. The book uses a step-by-step approach to show you how to choose and set up the multimedia computer system that is right for you, according to your budget and needs. It explains how to use commercial software packages to create and edit your own art, compose a musical score, and create a cartoon animation sequence. And, with the help of this book, you can even develop your own multimedia, from simple projects to a more sophisticated integration of pictures, music, sound effects, animation, and video clips.

In the near future, the multimedia PC may be as common in homes as the VCR is. *The Way Multimedia Works* can help you learn about—and begin making the most of—this exciting technology.

Microsoft BackOffice: A server suite that streamlines client-server computing

For larger organizations, finding the easiest, most cost-effective route to setting up a client-server computer system can be a real challenge.

BackOffice, Microsoft's new platform of integrated server applications, is designed to simplify all this by providing a consistent way to implement and use client-server software. Recently released Windows NT™ Server operating system version 3.5 is the foundation of the BackOffice family, which also includes Microsoft SQL Server™, SNA Server, Systems Management Server (available later this month), and Mail.

These integrated programs are all built on a set of open standards allowing programmers to develop custom client-server solutions quickly and easily. When these client-server products are integrated, providing system support also becomes easier, which can help an organization reduce support costs. And, Microsoft has simplified the packaging and pricing of products in the BackOffice family, making client-server easier than ever to implement.

Special preview: Windows 95

You've heard about the next major release of Windows. Now, here's a look at what's in it for you.

COMING 1st HALF OF 95

THERE'S MORE POWER in your personal computer than you may think. The upcoming version of the Microsoft Windows operating system—Windows 95—replaces MS-DOS®, Windows version 3.1, and Windows™ for Workgroups 3.11 with a new system that takes advantage of your computer's power to let you do more tasks faster and with greater ease. The minimum hardware configuration for Windows 95 is a 386DX computer with just 4 megabytes (MB) of memory. With Windows 95, you can run your existing 16-bit programs as well as new 32-bit applications.

So long, Program Manager
Now, icons for your programs, folders, and files can sit directly on your desktop. So the last thing you worked on is right there, ready to go. Or, click My Computer to see folders of all your files.

Just click to connect
Click Network Neighborhood to access what's on the network. Windows 95 is also an easy introduction to the Internet. Built-in software uses your modem to dial up and connect.

No more growing pains
Plug and Play means you don't have to select drivers and settings manually or run a configuration program to add, set up, or change computer hardware. Just plug in a CD-ROM drive, more memory, or a network card, and Windows 95 detects and configures it for immediate use—automatically.

Start here
Click Start for immediate access to what you want to do. Even if you care never to learn anything else about Windows 95, you can get to 99 percent of the tools you'll ever use just by clicking Start.

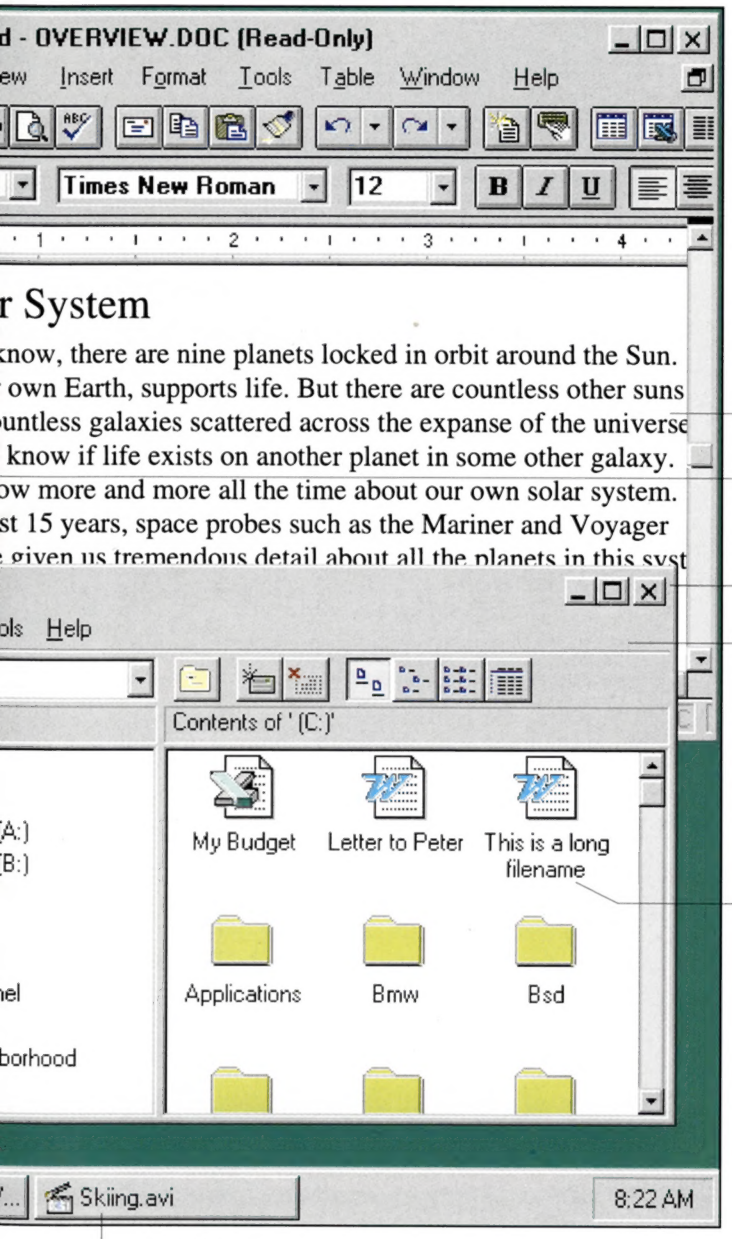
The Microsoft Network: Microsoft's own online service

When you upgrade to Microsoft Windows 95, you can merge onto the information highway while you're at it. Windows 95 includes access to a new, easy-to-use online service, The Microsoft Network, that puts you in touch with the entire world. And it's your direct connection to Microsoft.

With The Microsoft Network, it will be easy to get information or support on Microsoft products straight from the source. In addition, access to many top computer hardware and software companies will be available through the service. The Microsoft Network also includes an array of bulletin boards where you can exchange ideas with those who share your interests—whether that means debating the merits of the latest Oliver Stone film or getting advice on how to grow prize tomatoes. Plus, you can tap into thousands of Internet discussion groups. And, The Microsoft Network provides you with electronic mail so you can send messages to other members of The Microsoft Network and to anyone who has an Internet address.

If you're interested in going online with Microsoft, watch for the free trial offer during your setup of Windows 95.

Long live MS-DOS
Windows 95 replaces the Microsoft MS-DOS operating system but has complete backward compatibility with it, so you can run any MS-DOS–based application you like.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Letter to Peter
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Applications
Bmw
Bsd
Skiing.avi
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What's up?
See exactly what's running on your computer. The task bar shows what you can switch to—with just a click.

Do two, three, four things at once
View a video while printing a document in Word while copying a disk. Multitasking makes it possible—and easy.

Easy to explore
Explorer shows much more than File Manager. Everything on your computer, from documents to programs, is laid out both hierarchically and pictorially in the Windows 95 two-pane Explorer. Just click the pictorial image, and the toolbar displays buttons that work with the object represented by the picture.

Get wordy
Filenames can be more descriptive because you can use up to 255 characters. If you want, call a file Everything I ever wanted to do with my office except that I haven't found the time.

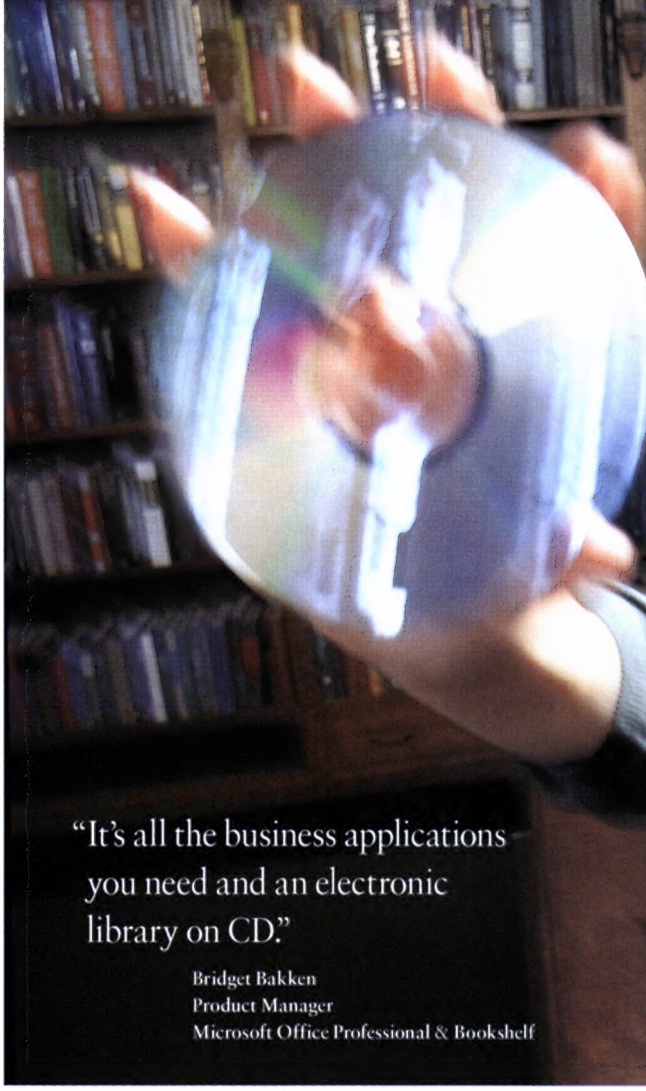
You can keep up to date on Windows 95 with our free electronic newsletter. To subscribe, send Internet mail to enews@microsoft.nwnet.com with the words SUBSCRIBE WINNEWS in the body of your message. If you are a CompuServe® customer, send mail to INTERNET:enews@microsoft.nwnet.com.

When you subscribe to the *WinNews* newsletter, you will receive a welcome message. Because of the popularity of the newsletter, however, the WinNews computer has experienced some capacity shortages. If you don't receive this welcome message within three days, please resubmit your subscription request. M

An electronic library at your desk

With Microsoft Office Professional & Bookshelf on CD, one click brings multimedia definitions, facts, and more right to your Office programs.

AVAILABLE NOW


"It's all the business applications you need and an electronic library on CD."
Bridget Bakken
Product Manager
Microsoft Office Professional & Bookshelf

BUSINESS SOFTWARE on compact disc can offer benefits not found on traditional floppy disk versions, thanks to the unique qualities associated with CDs. A single CD can accommodate up to 680 MB—more than 500 times as much as a floppy disk. This makes it possible to find programs that are not only rich in byte-consuming multimedia features such as video, sound, and animation, but also contain voluminous amounts of data.

New multimedia reference for the office

A new CD release, Microsoft Office Professional & Bookshelf®, integrates a multimedia reference library with the Office programs. If you've ever looked up a word, referenced a fact, searched for the perfect quote to begin a presentation, or scrambled for a statistic to bring home a point, you've demonstrated the purpose of Office Professional & Bookshelf.

Along with the full versions of Microsoft Excel, Word, the PowerPoint® presentation graphics program, and the Microsoft Access® database management system, as well as a workstation license for Mail, the disc features seven multimedia reference resources: *The American Heritage Dictionary, The Original Roget's Thesaurus, The Columbia Dictionary of Quotations, The Concise Columbia Encyclopedia, Hammond Intermediate World Atlas, The People's Chronology,* and *The World Almanac® and Book of Facts 1994.* The CD also includes Microsoft Office Assistant, which has 54 business tools—including direct-marketing analysis forms, financial statements, five-year projection and business planning templates, and purchase orders—designed especially for small and medium-sized businesses. (For more about Office Assistant, see "Help Wanted?" on page 17.)

One click takes you there

A single mouse click from any of the Office Professional programs gives you instant access to volumes of useful data in the Bookshelf CD-ROM reference library. Click *The World Almanac and Book of Facts 1994* button on the QuickShelf™ information retrieval toolbar, and look up critical business information, such as census data, consumer spending information, tax rates, and copyright laws. Then, chart and analyze it in Microsoft Excel. Or, add a compelling quote to a document, instantly look up a word in the dictionary or thesaurus, paste a picture or sound into a PowerPoint presentation, or use the special Copy To Word command in Bookshelf to automatically include a footnote referencing your source.

Because all of the reference sources in Bookshelf are linked, you can search any or all of them simultaneously for the information you need. If you're doing a presentation on marketing to your company's customer base in Japan, you can open a map of Japan in *Hammond Intermediate World Atlas* and, with a single click, bring up *The World Almanac*'s listing of the country. Or, you can do a search on Japan, and Bookshelf will look for every word, image, and sound in all seven reference volumes—in just a few seconds, as opposed to the hours you would spend researching in the traditional way.

If Bookshelf is the CD equivalent of an online research department, then Microsoft Office Assistant might be considered business operations help without adding to the payroll. Office Assistant works with the

programs in the Microsoft Office family to provide practical solutions that apply to a wide range of common business activities: planning and management, sales and marketing, operations and tracking, and general business operations. Because much of the customization already is done for you, important and useful documents are easy to produce. Just follow the steps and begin using the tools you need to get the job done.

With Office Professional & Bookshelf on CD, you can even help yourself and others work smarter: Microsoft CapScreen, also on this disc, records what you're doing on-screen, so you can edit it and play it back later. Add a voice-over to the recording, and you have an online tutorial for yourself or others. And complete product manuals are also online, for quick answers and Help.

Whether you're new to the power of CD-ROM or you're an old hand, Office Professional & Bookshelf on CD offers one simple solution for your office: faster, easier access to information you can use everyday. ■

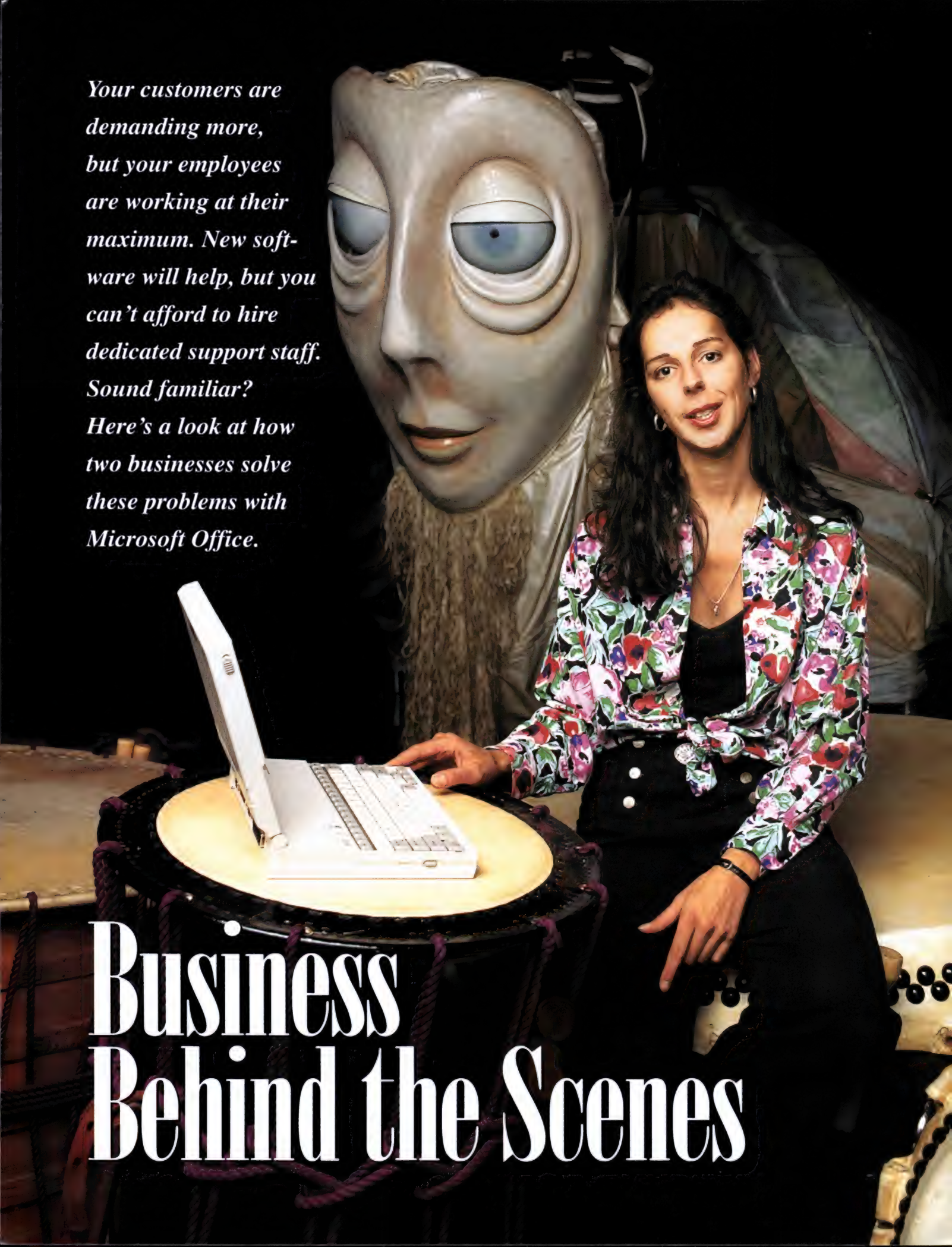
If you specialize in word processing and want multimedia resources and integration, you can get Microsoft Word & Bookshelf with Word Assistant on CD.

Businesses discover the benefits of CDs

IT IS ESTIMATED THAT, by the end of the century, 80 percent of computer users will have CD-ROM drives attached to their systems. Forty-five percent of businesses with 100 employees or fewer either already have a CD drive or say they plan to add one within the next year. More and more, small and medium-sized businesses are finding that compact discs offer flexibility and access to information that is unmatched by traditional resources. Consider whether some of these benefits are relevant to your business:

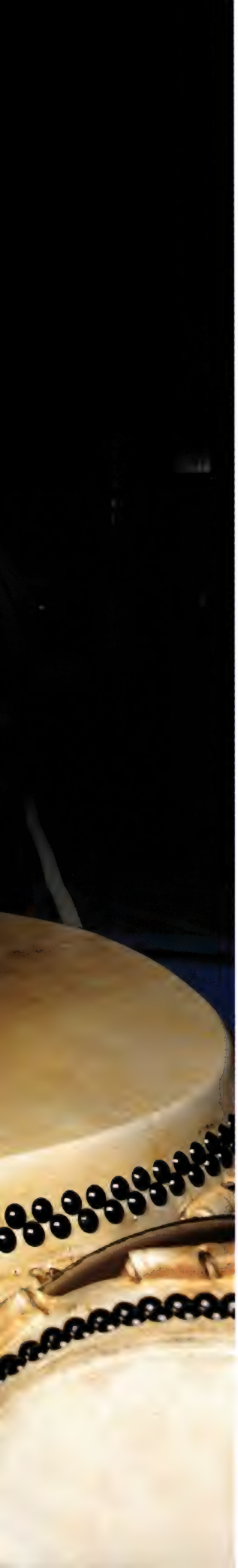
- **Not only can a CD store massive amounts of data,** it also can save incredible amounts of time when you're searching for and retrieving information. Research previously marked by the calendar can now be clocked by a stopwatch.
- **Business communications, presentations, and research can be more dynamic** with the addition of multimedia features such as sound, video, and animation, which CDs make possible.
- **Compact discs digitally deliver software precisely when you need it.** For example, you can get 20 fonts from a CD that actually contains thousands of encrypted typefaces. The manufacturer "unlocks" only the ones you request and pay for. When you want to obtain more typefaces, all you have to do is call the manufacturer, provide a credit card number, and receive a code that lets you instantly access the new fonts.
- **With CDs, you often get more product for your money** because software manufacturers can add more fonts, clip art, special features, and even entire software programs that aren't available on floppy disk, to the extra storage space on a compact disc. (See "An electronic library at your desk" on the facing page for an example.)
- **Loading software from a CD is easier than from floppy disks,** especially when you're installing a suite of programs such as Microsoft Office Standard or Professional. Instead of inserting disk after disk, the program can be installed from one CD.
- **New, useful CD titles for all types of businesses are being released all the time.** National phone directories, maps, encyclopedic references, financial and legal data, business databases, facts and figures, and even annual reports are just some of what you can find on compact disc. You can access a wealth of information about prospective customers, competitors, emerging market trends, and more right from the office.
- **CDs can store abundant Help information.** Instead of tracking down your software manual, you can access everything in the printed document—and more—online.

So if you still think that a compact disc is appropriate in your office only to play music at the annual holiday party, it may be time to take a fresh look at how CD technology can improve productivity and profits in your workplace.



Your customers are demanding more, but your employees are working at their maximum. New software will help, but you can't afford to hire dedicated support staff. Sound familiar? Here's a look at how two businesses solve these problems with Microsoft Office.

Business Behind the Scenes



THEY SAY that the lights never go out in Las Vegas. Which is certainly true of the enormous, brightly colored neon signs that blanket the hotels and casinos up and down Vegas's famous strip. But for people who work in this city of high rollers, a business day here is like any other. There comes a time when the office lights are turned off and doors are locked for the night.

For Don MacLean (shown on front cover), technical director of Cirque du Soleil, a dance and circus troupe that performs astounding acrobatics nightly at the Treasure Island Hotel, closing time stretches into the wee hours of the morning. It's nearly 1:00 A.M. when the last trapeze artist has dropped from dizzying heights, the brightly costumed sky dancers have made their final swoops and swings across the stage, the crowd has jumped to its feet for one more standing ovation, and the jovial clown has escorted lingering spectators out of the theater.

MacLean sits some 80 feet above all of this commotion in his "office," a huge, glass-walled control booth. After the performers have taken their final bows, MacLean and his technical crew turn off 1000 lights, power down more than 100 miles of sound cables, and put to rest the gigantic hydraulic stages. As the technicians file out of their high-tech control room, MacLean turns to a personal computer, makes one last check of his equipment database, and logs out for the night.

As MacLean drives home, the neon glare of the strip gradually fading to a pastel glow, the manager of a small bakery in Denver, has long been in bed and asleep. As the supervisor of a CinnaMonster bakery in a thriving shopping mall, Kathy Mayberry's day will begin in just a

Employees at Cirque du Soleil (left) and CinnaMonster (above) use software behind the scenes to help deliver what customers want.

PHOTOGRAPHS BY REX RYSTEDT

couple of hours. Soon, she'll be on her way to the mall to open the store, check that the electronic cash registers have sent yesterday's sales data to the head office, and start mixing the secret ingredients that bake up the fast-growing CinnaMonster chain's success. By 9:00 A.M., the air will tingle with the aroma of piping hot coffee and sweet, gooey cinnamon rolls.

It's difficult to imagine two more different businesses. One puts on two shows a night, six days a week for 3000 Las Vegas vacationers. The other bakes a thousand or more cinnamon rolls every day for mall shop-

Microsoft software takes over common tasks so Cirque du Soleil employees can concentrate on their crowd-pleasing performances.

pers. In truth, as we discovered from talking with their managers and employees, there are many similarities. Both of these organizations are in the people-pleasing business—delighting customers with a spectacular performance or a fresh cinnamon roll smothered in cream cheese frosting. And both need to deal with the realities of running a business for profit.

That's why they have joined the scores of companies that use low-cost personal computers and software to get ahead. Recently, the people at Cirque du Soleil in Las Vegas and CinnaMonster in Denver showed us how they're using Microsoft Office Professional version 4.3 for Windows—including Microsoft Excel version 5.0, Word version 6.0, Microsoft Access version 2.0, PowerPoint version 4.0, and a workstation license for Microsoft Mail version 3.2—to accomplish their goals without hiring an information system manager. Just as their customers are more interested in the pleasure of the end product than in what happens behind the scenes, Cirque du Soleil's and CinnaMonster's staffs have found that they don't need to learn about what's happening behind the scenes with their software. They can just use it to make their daily tasks more efficient, or even more pleasurable.

Here are some real-world examples of how two smaller organizations are using personal computers and Microsoft Office Professional to meet the challenges of four common business issues.

Keeping employees happy, healthy

The performers and office staff of Cirque du Soleil call Don MacLean "Super Don." Given that he doesn't perform onstage, the nickname is likely because of the amazing feats he performs with software. MacLean is typical of the computer gurus in smaller businesses. Information System Manager is not his title, but because he knows more about computers than others in the office do, helping people with their software is part of his job. He also encourages others to experiment with software.

Take the company's new Microsoft Access database for tracking performer injuries. Says MacLean, "One of our performers and our physical therapist built a database application that tracks injuries." The application also compares *how* the injury occurred to the *type* of injury. "Our therapist then determines if there are preventive measures that can reduce the number of injuries in our show," he explains.

In Cirque du Soleil's business office, Isabelle Lavoie is constantly worrying about immigration. It's not that the French Canadian is an illegal alien—she and the other foreign employees here have their green cards. Lavoie handles the company's immigration issues, including obtaining visas and work permits for everyone. To eliminate the inefficiencies of keeping individual files for employees from around the world, Lavoie experimented on her own to create a database in Microsoft Access. She says, "The database has a profile of each performer—name, date and place of birth, passport number and expiration date, social security number, and work permit expiration." If she gets a call from Immigration, she can answer questions from the on-screen data. And renewing annual work permits is easier. "Next week I have to do the petitions to renew our work permits. I'll create a Word document for that and then merge it with the data in the database."

Lavoie also likes how all of her Office programs look and work similarly while making it easy to create compound documents. "It's easy to be creative. I can work with three programs together if I want. I can have a spreadsheet in Microsoft Excel, import it into a Word letter, and then do a mail merge with my database. Working with software is more interesting because of this."

Lavoie discovered these capabilities in Office simply because she was looking for ways to save herself time. But it saves the company money, too. "We used to request our work permits through immigration lawyers," she

Intelligent software gives Rick Doeksen and Bill Bodnar more time to keep CinnaMonster a hands-on operation.

CinnaMonster's Bill Bodnar and Cirque du Soleil's Daniel Caron rely on their spreadsheet program to take numbers beyond mere raw data, automating inventory control and "what if" budget analysis.

explains. "Now we save money by doing it ourselves."

Don MacLean also searches every nook and cranny for ways to save money. In his quest, he relies heavily on Microsoft Excel. "It's important for me to carefully plan my human resources budget," he says. "I control a $3 million annual budget and 90 percent of this is salaries. So, I use Microsoft Excel to plan budgets and make the weekly schedules more efficient by using as little overtime as possible. A half hour of overtime here and there for 50 people adds up to a lot of dough at the end of the year.

"I really like the wizards in Microsoft Excel. I spend a lot of time doing 'what if' analyses. The wizards help me build complicated expressions for looking at the bottom line. That has really been a big help."

Ensuring that supply meets demand

Across the Rocky Mountains in Denver, Bill Bodnar, a partner in CinnaMonster, has different concerns about employees and schedules. But his concerns are no less important to his business.

Bodnar is an affable fellow, with an easy smile. But his talk is all business, sales goals, and financial statements as he drives his four-wheel-drive vehicle between CinnaMonster's company offices and its mall stores in the Denver area. The two computers in his office run Microsoft Excel, Microsoft Access, and proprietary cash-register polling software. As Bodnar says, "We track daily sales to predict next week's sales, gauge our past performance, and schedule employees. This tracking lets us know the number of employees we need to schedule each hour of the workday, how many rolls we have to make, how much ice cream we need to stock, and how much coffee we'll pour."

The same information also highlights store problems. Explains Bodnar, "In each corporate store, we track every item sold to identify what we're selling and what we aren't selling, and the remaining stocks of inventory. We also follow our dollars per transaction and customer, so if we notice that one store is starting to go down a little, we can start upselling. We track hourly sales to identify the low periods of the day so we can introduce promotional sales to bring the people in. Then, we use Microsoft Publisher to create point-of-sale pieces or newspaper ads." Gone is the guesswork—wrong a good part of the time—in identifying problem areas. Now, scheduling is simpler, ordering inventory is more efficient, and managers are on top of their business.

Tracking inventory and equipment is also important at Cirque du Soleil. In this case, keeping tabs on the equipment used to put on the show is literally a matter

of life and death. As Don MacLean explains, "When you get into the very sophisticated hydraulic and electronic systems that span huge volumes, such as this building, you need to know what you did to each component and when you last performed maintenance on it....In this environment—where you can quite easily kill people in front of the public—you want to make sure that everything is as safe as possible. So we've created a database [in Microsoft Access] to track our regular maintenance.

"The database tracks the kind of parts, discontinued parts, replacements for discontinued parts—even how often we change light bulbs." In one of the show's acts, Cirque du Soleil performers use pulleys that are critical to the acrobatic performance. "So," MacLean explains, "we track each pulley's life expectancy to determine if a specific pulley is breaking down too early and why.... We can do preventive maintenance so we don't get a serious failure."

Going beyond the raw data

Cirque du Soleil and CinnaMonster rely on their software to turn unrefined data into usable information, just as their customers count on them to turn mere acrobatics or pastry dough into a singular moment of pleasure. For example, Daniel Caron, administration manager at Cirque du Soleil, is converting his old Lotus® 1-2-3® spreadsheets to Microsoft Excel to provide his manager with more meaningful budget information. At first, he worried about transferring his old data to the new software. Today, he has fewer concerns: "It's better than I thought. The format [of a report or spreadsheet] in accounting is important. I'm transferring old files and formatting them...and it's not a big deal."

Caron also is trying out graphics in Microsoft Excel. "I think this is going to be a good tool," he says. "In the past, I could not use the graphics; they were very difficult to use. But I tried them on Microsoft Excel and I can see that they will make my job easier. The quality is going to be better, because of the easier formatting. And I can be more creative in my work."

At CinnaMonster, Bill Bodnar uses software to get creative in how he tracks daily sales. He's currently working with an independent software developer to create a Microsoft Access–based application that manipulates the daily sales figures gathered by modem from each store's cash register. The application dumps every bit—and byte—of sales information into the database and merges the data into a Microsoft Excel spreadsheet. From that point, demonstrates Bodnar, "I can click on a menu to look at any store I want to, click on any date, click to produce a graph, and see a graphical representation of which items are selling at that store. I see immediately how the store is performing. And I can even analyze *how* they're selling our products."

Asked if he is concerned about the expense of hiring outside help to build a customized application, Bodnar chuckles as he clicks on the screen and says, "It took only

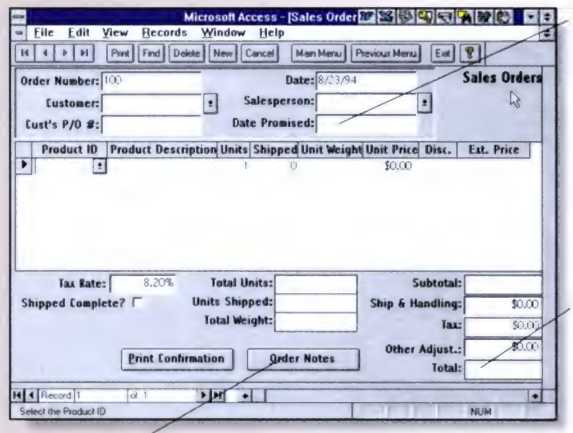
Help Wanted?

If you don't have time to create customized documents and databases, don't despair. Microsoft Office Assistant has done the work for you. Just add your own data.

MANY PEOPLE in small businesses scarcely have any extra time to spend learning new software, let alone have the resources to customize the programs to meet their specific needs. Maximizing the tools in software, even in easy-to-use programs, can be a challenge for those who are already too busy.

To help make things easier, Microsoft Office Assistant provides a collection of ready-to-use tools to help you plan and run your business. Office Assistant works with the programs in Microsoft Office to provide practical solutions that apply to a wide range of common business activities: planning and management, sales and marketing, operations and tracking, and general business operations. Because much of the customization is already done for you, important and useful documents are easy to produce. Just follow the steps and begin using the tools you need to get the job done.

For example, you can use the Office Assistant Sales and Marketing database tool to create a sales order form in Microsoft Access. When you type a sales order using Office Assistant, Microsoft Access automatically creates three other records: an invoice, a shipping order, and a payment record. The corresponding database forms use the same order number entered on the original form as their identification numbers. Because the sales order form is the central source of information for all three records, any changes made to it, such as a change in units ordered, are automatically made to the corresponding forms as well.



You don't *have to start from scratch when you use Office Assistant. In this sales order, all the line items have been created for you, so you just add your data.*

The Microsoft *Office Assistant database automatically calculates the totals after you enter a product, quantity, tax rate, and any product discount.*

Click here, *and you'll get a dialog box where you can enter additional information about the sales order. When you're finished, you can print a confirming order with or without your notes.*

Office Assistant has solutions for other aspects of your business as well. It features more than 50 forms and reports, three compound documents linking Office programs, and 33 presentation templates for high-impact visuals. Thirty-five TrueType® fonts for body text, headlines, and decorative touches add style and personality. So even if you're running a business solo, with Office Assistant you have ready customized business forms and other tools that are as effective and sophisticated as those used by large companies.

about eight hours [to get to this beta]. That's it. My computer guy and I sat down and defined the information that we want to gather and the parameters that we want to analyze, and here is the first test. I would guess it will take a total of 30 hours."

In the future, the application will be expanded to allow CinnaMonster franchisees to transmit sales data, calculate royalty payments, and receive reports of their sales strengths and weaknesses.

Communicating with those who need to know

In their search for better methods of communication within the office, the people at Cirque du Soleil were enthusiastic about trying Microsoft Mail. Explains Don MacLean, "I was surprised that people here really wanted to start using Mail. Because some of our people start at eight in the morning while others get off work at one in the morning, you can't always guarantee that the person you want to talk to is in the building at the same time. You might not even see the person for a couple of days. So Mail really helped to connect us, chronologically speaking. Communication in an artistic organization is difficult at the best of times, and especially so when you are running a facility 20 hours a day. E-mail has become a valuable source of communication for all of us.

"We [were] an informal bunch of artists that started the company 10 years ago and have just gotten bigger and bigger without changing too much internally. There are a lot of inefficiencies in how we work, spread out in four locations: Amsterdam, Tokyo, Las Vegas, and Montreal. We really need an efficient way of communicating. Improving communication will be a really big part of how we grow, computer-wise. When our people are roving all over the world, it will be very helpful to be able to track them down just by sending an e-mail message."

Microsoft Office Professional helps Cirque du Soleil track performer schedules.

Because CinnaMonster is much more than a couple of bakeries in the Denver area, communications also is critical to success. As Rick Doeksen, the partner in charge of new franchisee development, explains, "I've gone from making cinnamon rolls 12 hours a day to communicating with franchisees 12 hours a day.

"When we opened up our first store I thought that maybe in two years, cash flow permitting, we could open a second store. Well, within nine months, we had our first franchise and our second corporate store. We kept getting folks asking for franchise information, so we decided to jump on the opportunity.

"Today, we have two corporate stores and nine franchise stores. We're opening ten more franchise stores nationally in the next five months."

The guidelines that franchisees use to run their stores were detailed—word by painful word—by Bill Bodnar in the 400-page CinnaMonster operations manual. He remembers, "I used Word and Publisher. The writing took three months...and I swear to God I'll never do it again. It took a lot of work but now we can easily change, add to it, and delete from it because it's all on the computer."

"When selling franchises," explains Doeksen, "how

Reality Check

Some myths of small-business computing

FOR SMALL BUSINESSES, survival and success require creativity, resourcefulness, and flexibility. A willingness to go against traditions and conservative approaches has helped land many a garage operation in the Fortune 500.

So it's not surprising that, when it comes to buying and using personal computers, many small-business owners have reaped the benefits of doing things their own way. Here, we look at the realities behind some small-business computing myths.

■ **Myth: When I'm buying a computer for my small business, it's not worth spending the extra money to get features I don't need now, such as more installed memory and expansion slots.**

■ Reality: While there can be a significant up-front cost difference between a "bare bones" personal computer and one that provides more room to grow, most businesses ultimately regret not opting for more functionality at the outset—because often they end up needing it a short time later. An *Inc. Magazine* survey (April 1993) showed that of 1000 businesses polled, 90 percent wished they had acquired a system that allowed for more room to grow. According to Isabelle Lavoie, Cirque du Soleil chose heftier computers than they needed early on "because we knew that someday we would need them"—and they have.

■ **Myth: Hiring a computer consultant to create custom solutions for my small business is too expensive and time-consuming.**

■ Reality: Bill Bodnar of CinnaMonster hired a software consultant to help his business develop a custom Microsoft Access database to track sales information. He was surprised at how quickly his consultant was able to work, given the proper parameters, information, and desired outcome. Bodnar points out that entrusting development to someone else frees him to concentrate on more pressing business matters and that a good consultant can work cost-effectively.

we represent ourselves is dependent on how professional we look to a prospective investor." Adds Bodnar, "Franchisees are looking for a stable business to go into—and they may compare us with some big names like McDonald's. We use our software to make sure we look just as good as the big guys. McDonald's has the golden arches and we have our trademarked CinnaMonster logo. So, we can always use our logo when we have the CinnaMonster name in a document. It's easy for us to choose consistent fonts and formats so our operations manual, all of our marketing pieces, and all our advertising portray our unique corporate image.

***News, views, and baking tips are in the desktop-published* Monster Mountain News.**

"We're using our software to create a consistent look now—and we give our franchisees a publication package [of logos, typefaces, and advertising and promotion samples done in Word and Publisher]—so we build upon our name and corporate image as we grow."

CinnaMonster also uses Microsoft Publisher to create a newsletter for franchisees and employees. *The Monster Mountain News* is as full of important sales information as a CinnaMonster roll is covered with cream cheese frosting. In the past, it had been written and designed solely by one of the owners, Cheryl Bodnar, until a bakery employee asked for additional responsibility. Says Bill Bodnar, "We let her try being a desktop newsletter designer. At first, she didn't even know what a mouse was. But, we gave her the articles and two hours later she had a newsletter in hand.

"It showed us that, with the software, we can expect to be immediately cost-effective when bringing new office staff on board." Bodnar also thinks that, when staff members begin using the PowerPoint presentation graphics program, the consistency between programs in Microsoft Office Professional will get them quickly up to speed. "I can see Rick using PowerPoint to give presentations to potential franchisees...to give them a real flavor of CinnaMonster and to better present our corporate image."

Cirque du Soleil also produces a newsletter by using Word and some of the graphics found in the PowerPoint clip art gallery in Microsoft Office Professional. "It's an internal newsletter so we can get to know what's happening at other theaters, movies, new restaurants," says Isabelle Lavoie. The newsletter is the marriage of an idea and just playing around with Word. "We had been talking about it for awhile and then one of the office staff said she'd try it out. Now [the head office in] Montreal has requested a copy of it. They want to see what we can do."

Unique businesses, common challenges — and promising futures

At CinnaMonster, where software is critical to coping with an amazing growth rate, and at Cirque du Soleil, where programs must allow people to be uniquely creative, Microsoft Office Professional is helping owners, managers, and employees meet the challenges of small and medium-size businesses. No two businesses are exactly alike. But the right software can go a long way to helping smaller businesses make it big. M

■ Myth: Networked computer systems are only for big companies with a lot of employees.

■ Reality: It may have been true in the past that establishing a computer network was both too costly and too difficult for most small businesses to manage. However, this is no longer the case: Through relatively inexpensive, easy-to-implement, and easy-to-use operating systems, small businesses can afford to enjoy the benefits of a networked environment, such as file and printer sharing, scheduling, and electronic mail. Cirque du Soleil in Las Vegas implemented the Microsoft Windows for Workgroups operating system with built-in networking to help manage its 20-hour business and performance days, and is on a server-based system to be compatible with its head office in Montreal as well as locations in Amsterdam and Tokyo. "It is not as complicated as I expected it to be," says Don MacLean of the server-based network, which he has found to be worthwhile. File sharing and electronic mail have been a boon to efficiency and allowed for improved communication in circumstances that otherwise require extremely "acrobatic" management.

■ Myth: Although I'd like to do more marketing for my business, I can't afford to buy or spend the time to learn a desktop publishing program.

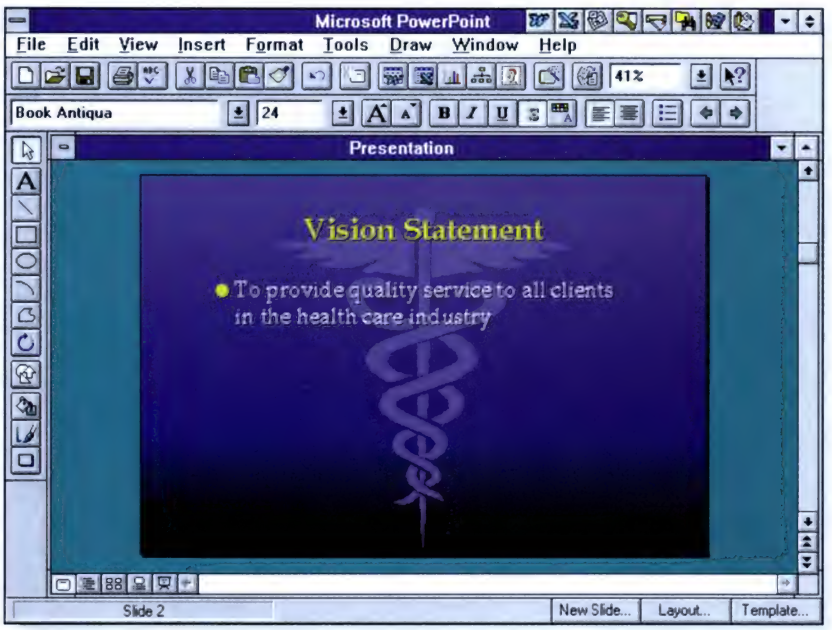
■ Reality: Advances in personal computer hardware coupled with lower costs and the increasing availability of good, easy-to-use publishing software make it simple—and cost-effective—for even the smallest of businesses to step up its marketing efforts. Microsoft Publisher, for example, which typically sells for under $200, employs wizards to provide a head start in developing newsletters, brochures, business forms, even business stationery. It is possible, never having used the program before, to create a professional-looking newsletter in less than an hour.

Present-ability in the real world

Start with the tools in PowerPoint and a few presentation basics, and you're on your way to success

In a perfect world, you'd always have unlimited resources and time to create convincing, professional-looking presentations, such as access to a team of graphic designers, an attentive audience, and a lifetime membership in Toastmasters International. But here in the real world, where putting together presentations on short notice several times a month is a fact of life for many businesspeople, such resources are pure fantasy.

The good news is you can be a highly effective presenter, even without these "ideal" resources. In fact, all you may need is familiarity with the basics of good communication and a software tool that lets you put these basics to work quickly and with dynamic results. So, before your next date with the podium, brush up on your knowledge of successful presenting with these tips, which you can use with Microsoft PowerPoint presentation graphics program version 4.0. Then, you'll be ready to be present-able in the real world.



▲ *Your presentation message will be more effective if you choose a design background that speaks to your audience. For example, if you are presenting to a group of doctors, you might choose the medical symbol design template from the PowerPoint design templates list.*

Tip #1
Organize your content

■ Before you even start working with your presentation software, it's vital to assess your audience. This will help you to determine how your communication will be most effective.

1. What is the audience size?
2. Who are its members?
3. What is their relationship to you and the information you are presenting?
4. What do you want them to do with this information?

■ Then consider what kind of information you are presenting. When you're trying to sell a product or an idea, you have different objectives than when you're communicating bad news at the shareholders' meeting.

■ Now, you're ready to get started with your software. Consider this example: You've determined that you'll be giving an informal presentation to a small group of close colleagues about a new sales technique you'd like to propose to upper management. And you'd like to get their feedback on it. Based on this assessment, you probably don't want to do a slide presentation (too formal), but handouts or an on-screen presentation would be ideal and allow for a lot of interaction with your audience. You can use PowerPoint to quickly organize your content with the help of AutoContent Wizard. This gives you the basic content and design for common presentation topics, such as selling an idea or recommending a strategy, and helps you format your materials attractively. You can build on the basic structure provided, customizing it with your information as you go. You can also use the PowerPoint Pick A Look Wizard to quickly format a look for your presentation.

Tip #2
Go for less instead of more

■ Don't overwhelm your audience with information. Showing points in sequence can make your presentation easier to follow by allowing your audience to focus on one issue at a time. With on-screen electronic presentations, for example, make your case one point at a time. The Build feature in PowerPoint version 4.0 lets you highlight each line of text so that each point appears on-

screen only when you are ready to talk about it.

■ Be careful not to bury your presentation with unnecessary flashiness. Color, graphics, and effects should enhance your message, not overshadow it. The PowerPoint templates are professionally designed to put your information in its best light, and you can choose a format that's appropriate for your audience. Simple, attractive graphics might suit your handouts for the staff meeting, or multimedia effects can be added if your audience is more technologically sophisticated.

Tip #3
Remember to keep it neat

■ Your materials should be easy to follow and suitable to the format. If you are doing overhead transparencies, make sure everyone can read them. Light background colors will enhance the readability of your type. Most audiences can't read text smaller than 18 points, so make sure your type is large enough. Large type can even lend additional credibility to your presentation. If you're citing a well-known source, make it big enough to read clearly: A good reference adds authority to your materials.

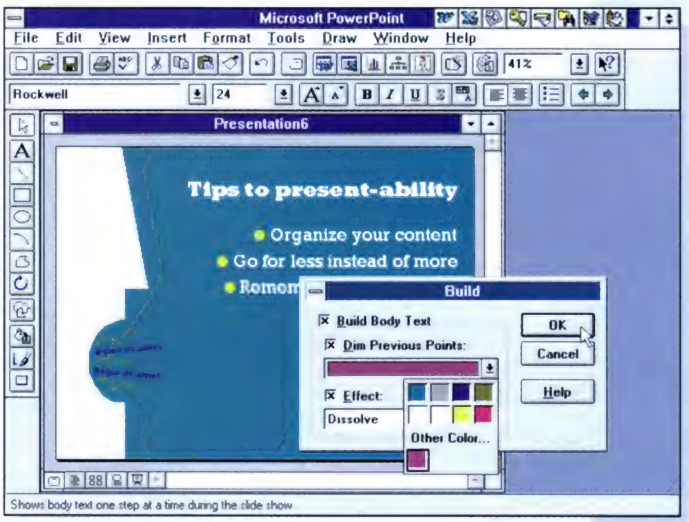
■ PowerPoint version 4.0 features 165 different design templates for three different output formats. Whatever form your presentation is taking you can benefit from ready-to-use backgrounds, styles, layouts, color variations, and other professionally designed features.

Tip #4
Have confidence

■ When you are familiar with your material, you are more likely to exude confidence, engage your audience, and achieve your desired outcome. Practice helps ensure you're covering your most important points in the time you've been allotted. For a slide show, you should allow two to three minutes per slide. Record your time under each slide using the Rehearsal feature in PowerPoint, and you'll be able to tell where you need to cut back.

Tip #5
Have fun

■ It can be nerve-wracking to get up in front of a group of people. Even if you know the material inside and out, you might still be nervous. If it's appropriate, add humor to your presentation, whether it means keeping a sense of humor about yourself or adding jokes or cartoon clip art to your presentation. M



Creating a build slide in PowerPoint

You use a build slide when you want to reveal bullet points one at a time. When you create a build, you can set up the way you want each point to appear. For example, in an on-screen electronic presentation, you can have the points that are already on the slide dim while a new point "dissolves" onto the screen or flies in from the left or right.

Try the following steps to create a build slide for your next PowerPoint version 4.0 presentation.

1. From the Tools menu, choose Build. The Build dialog box appears.
2. To dim and change the color of a previous point as the next point appears, select the Dim Previous Points check box.
3. Click the arrow that appears next to the color bar, and select a color from the eight colors on the drop-down menu, or click Other Color for additional choices.
4. To add an effect to a new point, select the Effect check box.
5. Click the arrow below the Effect check box, and select the effect you want (such as Dissolve, Fly From Left, or Box Out).

Once you've learned how to use the Build feature, you can experiment to create the presentation that gets your point across most effectively.

◀ *You can add impact to your presentation by using the Build feature in PowerPoint to dim previous points or add effects that help your audience focus on the issue at hand.*

Microsoft Access

In Microsoft Access 2.0, you can automatically dial telephone numbers from your database by adding an AutoDialer button to your toolbar.

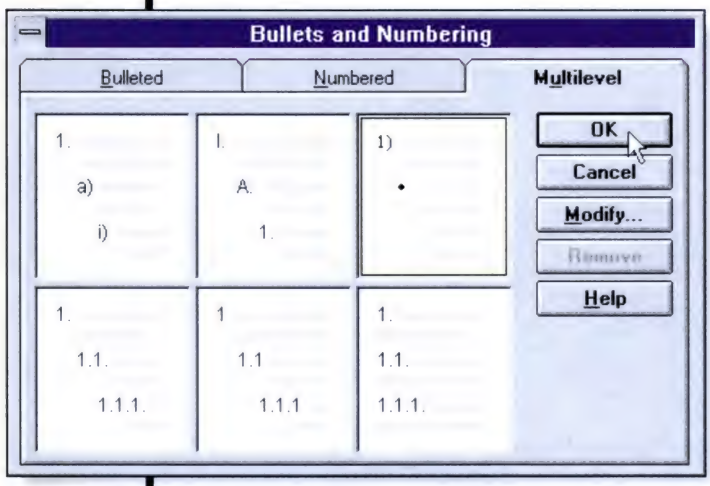
1. Point to any toolbar, and click the right mouse button.
2. From the pop-up shortcut menu, choose Customize.
3. In the Categories list, select Records.
4. Drag the telephone button and drop it on any toolbar.

When you're ready to use AutoDialer, place the insertion point in the desired telephone number and choose the AutoDialer button. AutoDialer pops up with the selected phone number displayed. Choose the OK button to dial.

Microsoft Word

You easily can create legal documents, technical notes, and other reports by using multilevel lists in Word 6.0. Using these lists can help you organize your thoughts.

1. Place the insertion point where you would like numbering to start.
2. From the Format menu, choose Bullets And Numbering.
3. In the Bullets And Numbering dialog box, click the Multilevel tab.
4. Select one of the six multilevel formats, and choose the OK button. The current line of text is numbered and indented according to the format.



To create a multilevel list in Word, just select a format and click OK.

5. Type some text and press ENTER. The new line is numbered and indented according to the format.
6. To demote selected items in the list, click the Increase Indent button on the Formatting toolbar. Or, press ALT+SHIFT+RIGHT ARROW.
7. To promote selected items in the list, click the Decrease Indent button on the Formatting toolbar. Or, press ALT+SHIFT+LEFT ARROW.

Microsoft Excel

You can reuse the formatting from a custom chart on other charts, saving you several steps, in Microsoft Excel 5.0.

1. Activate your chart.
2. From the Format menu, choose AutoFormat.
3. Select User-Defined, and choose the Customize button.
4. In the User-Defined AutoFormats dialog box, choose the Add button.
5. Type a name and description for your chart format. Click OK and then choose the Close button.
6. Activate the chart to which you want to apply this formatting.
7. From the Format menu, choose AutoFormat.
8. Select User-Defined, select your format, and choose the OK button.

You can make your chart the default format:

1. From the Tools menu, choose Options.
2. Click the Chart tab.
3. Under Default Chart Format, select your chart format and choose the OK button.

To help while you're drawing in version 4.0 or 5.0, you can "snap" objects such as text boxes and buttons to the gridlines on the worksheet.

Press the ALT key while you're drawing the object. The object automatically snaps to the gridlines. Its dimensions will change to stay "snapped" to the gridlines any time you modify the row and column widths.

Microsoft PowerPoint

A new feature in PowerPoint 4.0 makes it easy to change to slide master view for instant modifications of the slide master.

Hold down the SHIFT key, and click the Slide View button in the lower left corner. ToolTips for the view buttons change to indicate that clicking them will take you to one of the master views.

You can bypass the opening screens in version 4.0 and get right to a blank presentation.

1. From the Tools menu, choose Options.
2. In the Options dialog box, clear the Show Startup Dialog and Show New Slide Dialog options.
3. Choose the OK button.

Microsoft Works

You can create a serialized field in a Works 3.0 database. For example, if you want Works to automatically enter an invoice number in each new record of your database, you can create a formula to do this.

1. In form view of the database, choose Go To from the Edit menu. In the Go To box, type 1, then click OK.
2. Click in the database form where you want your serialized field to appear.
3. From the Insert menu, choose Field.
4. In the Name box of the Insert Field dialog box, type INVOICE#, then click OK.
5. Type your starting value in the field that you just created. For example, if you want to start with invoice number 100, type 100 in the new field and press ENTER.
6. From the Edit menu, choose Go To. In the Go To box, type 2, then click OK.
7. In the INVOICE# field, type the following self-referencing formula: =INVOICE#+1. (If you want the invoice numbers to increase by increments of 10, the formula would be =INVOICE#+10.) Press ENTER.

The Works database calculates formulas after information has been entered into that record. An invoice number will be generated when you begin entering data for that record. Note: After you've applied this formula, avoid sorting the database because the invoice numbers will not stay with the records to which they were originally assigned.

Microsoft Publisher

In Publisher 2.0, you can put white text on a black background using WordArt.

1. From your Publisher document, click the WordArt tool.
2. Draw your WordArt frame by dragging the mouse.
3. In the Enter Your Text Here box, type the text you want.
4. From the Format menu, choose Shading.
5. Select your foreground color as White/Black, and click OK.

An alternative method is to use the text frame tool:

1. Click the text frame tool and draw your text frame by dragging the mouse.
2. Type your text.
3. Press CTRL+A to highlight your text.
4. From the Format menu, choose Character.
5. In the Color box, select White, and click OK.
6. From the Format menu, choose Shading.
7. In the Shading dialog box, select Black for your Style and click OK.

Microsoft Money

You can customize your reports in Money to look at a specific date range within your Account Book.

1. From the Report menu, choose Transaction Reports.
2. In the Transaction Reports window, choose the Customize button.
3. In the Date Range section, select Current Month, Current Year, or a specific date range.

To customize a transaction report in Money, select a date range and click View.

When choosing a specific date range, type the date range you wish to see in the boxes indicating Date From and Date To.

4. Choose the View button, and print your report.

Microsoft Encarta

If you don't hear any sound when starting Encarta 1994 or when playing Audio media, the following steps may correct the problem.

1. Close the Encarta™ multimedia encyclopedia and exit Windows.
2. At the command prompt, type the following, pressing ENTER after each line:

```
cd\windows\system
del msacm.drv
del msadpcm.acm
```

3. Restart Windows, and reinstall Encarta using the Setup instructions included with Encarta.

Microsoft Windows

You don't have to lose custom settings when it is necessary to reinstall Windows 3.1 or 3.11.

1. During the installation process, choose a different directory for the new version of Windows (such as WIN).
2. At the command prompt in the new Windows directory, type the following commands, pressing ENTER after each one:

```
rename c:\win\*.grp *.grz
rename c:\win\*.ini *.inz
rename c:\win\reg.dat reg.daz
rename c:\win\system\*.fot *.foz
attrib -s -h c:\windows\*.* /s
attrib -r c:\windows\*.* /s
```

3. Copy all of the files from the new installation into the current Windows directory, using the XCOPY command:

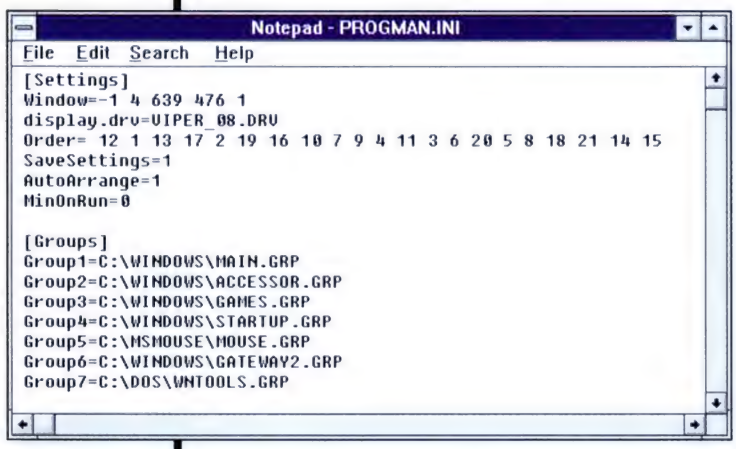
```
xcopy c:\win c:\windows /s
```

The new installation of Windows should run from the old directory, with the old settings intact. If not, try the following steps:

1. Type the following commands to rename the .INI files:

```
rename c:\windows\*.ini *.ino
rename c:\windows\*.inz *.ini
```

2. Start any text editor (example: MS-DOS EDIT).
3. From the File menu, choose Open to edit the PROGMAN.INI text file (located in the Windows directory). Replace all instances of C:\WIN with C:\WINDOWS.



When reinstalling Windows in a new directory, you may need to edit the PROGMAN.INI file.

If Windows runs now, the original problem was caused by a corruption in one of the original .INI files. At this point, you will want to back up all of your data and reinstall applications under the new installation of Windows. You also must recreate any customization you may have done to Program Manager groups and desktop settings. If Windows still does not run, reinstall the applications under the new Windows installation in the WIN directory, after typing the following commands:

```
rename c:\win\*.inz *.ini
rename c:\win\*.grz *.grp
rename c:\win\reg.daz reg.dat
rename c:\win\system\*.foz *.fot
```

Microsoft Windows for Workgroups

If you have difficulty printing an MS-DOS–based job from a Windows for Workgroups–based computer to a network printer, check the timeout value for printing in your system.

1. In the Accessories program group, double-click Notepad.
2. From the File menu, choose Open.
3. From the C:\WINDOWS subdirectory, double-click SYSTEM.INI to open the file. Note: In the Open dialog box, type SYSTEM.INI in the File Name box and click OK.
4. In Windows for Workgroups version 3.1, in the [network] section of the SYSTEM.INI file, type the following: PRINTBUFTIME=45. In version 3.11, type this entry in the [ifsmgr] section of the SYSTEM.INI file. Note: You may need to add the [ifsmgr] heading as well.
5. From the File menu, choose Save.
6. From the Program Manager File menu, choose Exit Windows.
7. Reboot your system by pressing CTRL+ALT+DELETE or by turning your computer off and then on again.

Microsoft Windows NT

You can get Windows NT to support non-SCSI CD-ROM drives by installing the proper driver.

To incorporate an older or non-SCSI drive into your Windows NT–based environment, you need to install a new driver, which is available from Microsoft or the manufacturer of the peripheral. To change SCSI drivers:

1. From the Program Manager Main group, double-click the Windows NT Setup icon.
2. From the Options menu, choose Add/Remove SCSI Adapters.
3. Choose the Add button. Windows NT shows a list of the available drivers and prompts you for the location of the new driver.
4. Select the driver, and choose the OK button.

Note: Some CD-ROM drives still may not work. In this case, you may want to request a compatible driver from the CD-ROM vendor.

How ergonomic is your office?

There's a science to being comfortable while you work—it's called ergonomics. Take this test to see how your office measures up.

1. When I feel eye fatigue, I
A. Ignore it and keep working.
B. Take a break by looking away from the screen and focusing on distant objects.
C. Read a book on object-oriented programming.
D. Eliminate screen glare by adjusting lights, closing blinds, and/or positioning the monitor at right angles to the window.

2. With respect to electromagnetic emissions, I
A. Place a large magnet on my head.
B. Sit at arm's length in front of the computer.
C. Turn off my monitor.
D. Do nothing.

3. My computer's pointing device
A. Is much larger than my hand.
B. Is designed to fit the curve of my hand, my work style, and my preference for a mouse or a trackball.
C. Doesn't exist. It's not polite to point.
D. Is several years old.

4. I keep my pointing device
A. Next to the keyboard, at the same height.
B. About two feet from the computer.
C. Close to the computer, above the keyboard.
D. Locked away, so no one gets hurt.

Scoring: Answers are listed below. Score 3 points for each correct answer.

24–30: *You are bound for health and happiness.*

15–21: *Your office is pleasant and livable.*

12 and below: *Like your mother said, clean up your room.*

Answers: 1. D; 2. B; 3. B; 4. A; 5. B; 6. C; 7. D; 8. A; 9. A; 10. D.

5. When I sit in front of the computer, I
A. Slouch down.
B. Sit straight with my head up, directly in front of the screen.
C. Wonder why I can't get MTV on my CPU.
D. Stay rigid.

6. When I sit back in my chair, my feet don't reach the floor, so I
A. Move my body forward.
B. Cross my legs.
C. Use a footrest.
D. Wear platform shoes.

7. My computer monitor is positioned
A. At a sharp upward or downward angle.
B. On the desk, on top of the system unit.
C. Facing the wall.
D. Slightly below eye level.

8. I take breaks
A. Once every hour or so, or more frequently when I am typing, usually by walking around or stretching.
B. At scheduled times for a scheduled duration, throughout the day.
C. At McDonald's.
D. Never.

9. While typing, I
A. Keep my arms parallel to the floor, with elbows at the same height as the keyboard, and lift my wrists.
B. Use slow, careful motions.
C. Wear gloves to keep my keyboard tidy.
D. Pound the keys.

10. My office has several computers. They are
A. Placed on top of each other.
B. Located in opposite corners of the room.
C. An important part of my decorating scheme.
D. Situated with the monitors side by side, just below eye level, and the keyboards and mice in easy reach. My CPUs are out of the way but accessible in case I need to load a disk.

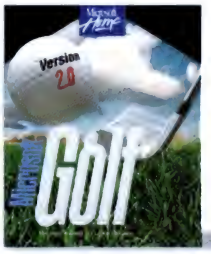
Welcome to Marketplace

Here you can find out more about some of the latest products from Microsoft, including those featured in this issue of *Microsoft Magazine*. We've included a phone number you can call for more information about the products listed and where to acquire them.

Microsoft Encarta '95

- The award-winning Encarta multimedia encyclopedia brings information alive with remarkable video clips, superb audio, and enlightening animation. Updated annually with the help of authorities in every field, Encarta '95 offers more than 26,000 fully revised articles.
- The unique Pinpointer search tool finds the information you need quickly and easily. InterActivities offer a fun new way to learn and explore.

Item No. 196-052v1995 **$99.95**



Microsoft Golf 2.0

- Winds, crowds, chirping birds: Experience the challenges of the Firestone Country Club, precisely contoured in detailed, rich, photo-realistic graphics.
- Select your bag of clubs. Customize the animated golfer to match your hair, skin tone, and golf shirt color. Choose your stance, ball position, club face, and swing plane.
- Analyze your last shot with instant replay in forward and reverse views.

Item No. 186-051v200 **$49.95**

Scholastic's The Magic School Bus: Explores the Human Body and Explores the Solar System*

- Kids can take a multimedia ride with Scholastic's The Magic School Bus™ gang, in two new CD titles inspired by the popular book series and PBS TV show.
- Explore the human body while trying to find your way out of Arnold, or go on an interplanetary adventure when the Friz gets lost in space.

Not pictured

Item No. 299-052v100 *(Human Body)* **$49.95**
Item No. 296-052v100 *(Solar System)* **$49.95**

Microsoft Cinemania '95

- Explore the magic of the movies, from classic to contemporary films, in the Cinemania® '95 interactive movie guide, the entertaining guide to movies and the people who make them.
- Don't know which video to rent? New Cinemania Suggests recommends hidden gems.
- Use the indispensable movie references, including nearly 20,000 reviews, articles on movie topics, MPAA ratings, and more.

Item No. 194-052v1995 **$59.95**

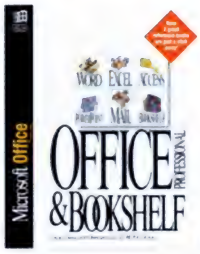
Microsoft Publisher 2.0

- With Microsoft Publisher—the world's best-selling desktop publishing program—you can create high-quality newsletters, brochures, banners, invitations, and more in a few easy steps.
- For more design options, tap into additional clip art, templates, and fonts in the Publisher Design Packs.
- Available for Windows on floppy disk and special CD-ROM that features the Special Occasions Design Pack.

Item No. 164-051v200 (3.5") **$99.95**
Item No. 164-052v200 (CD-ROM) **$99.95**

Microsoft Home

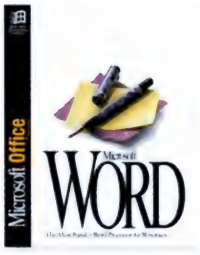
See your local retailer. Prices may vary. For more information about Microsoft Home products or for the name of a retailer near you, call (800) 626-8636 or use the order form between pages 26 and 27.



Microsoft Office Professional & Bookshelf on CD

- Includes Microsoft Excel 5.0, Word 6.0, PowerPoint 4.0, Microsoft Access 2.0, a Mail workstation license, and now Bookshelf.
- One click takes you from any Office program to seven desktop reference volumes in Bookshelf, which feature sound, video, animation, and more.

Item No. 269-752-430 ***$399.00**



Microsoft Word 6.0

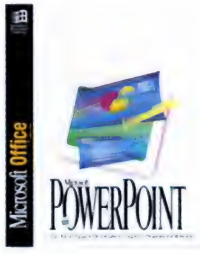
- Eliminate time-consuming steps: AutoCorrect fixes common typos, and AutoFormat creates great-looking documents with a click of the mouse.
- Multilevel Undo shows you a running list of 100 past actions. You can track what you've done and undo it with a simple mouse click.
- Get up to speed quickly. Microsoft Office programs share similar menus, toolbars, and features.

Item No. 059-151-598 ***$99.00†**
***$129.00**

Microsoft Excel 5.0

- TipWizard™ assistant watches as you work and offers shortcuts to your tasks.
- With AutoSubtotal and AutoFilter, you can focus on your analysis rather than spend all your time managing data.
- PivotTable™ dynamic views let you quickly create multidimensional reports that can be altered to show numerous views of your data.

Item No. 065-151-457 ***$99.00†**
***$129.00**



Microsoft PowerPoint 4.0

- Use the innovative AutoContent Wizard to help structure and organize your presentation.
- Create new slides easily with AutoLayout Gallery. Choose from 21 different layouts.
- Quickly identify toolbar buttons and their functions with handy ToolTips. Learn advanced tasks step by step using Cue Cards.

Item No. 079-051-577 ***$129.00**

Microsoft Access 2.0

- Tedious work is done in a snap with more than 30 wizards including Table Wizard, Mail Merge Wizard, and Command Button Wizard.
- With Rushmore™ technology, you can perform queries up to 100 times faster than with version 1.*x*.
- Version 2.0 helps you share information quickly with other people and programs via OfficeLinks and OLE.

Item No. 077-051-208 ***$129.00**

Microsoft Project 4.0

- Get up and running quickly with Cue Cards, Planning Wizards, and templates.
- Use the Gantt Chart Wizard to format Gantt Charts just the way you want them. It asks you what you want and does the formatting for you.
- Develop custom programs and solutions more quickly, with greater flexibility, and at less cost using the Microsoft Visual Basic® programming system, Applications Edition.

Item No. 076-051-400 ***$149.00**

Microsoft Office

See your local retailer. Prices may vary. For more information about Microsoft Office products or for the name of a retailer near you, call (800) 626-8636 or use the order form between pages 26 and 27.

** Prices listed are upgrade prices. Please see the order form for eligibility information. For competitive qualifications and new-user prices, please call (800) 626-8636.*

† Limited offer. Price good until Jan. 31, 1995.

Microsoft Office Compatible

Leverage your learning of Microsoft Office with other software programs designed to make your work easier. Here are some Microsoft Office Compatible products developed by Microsoft and other software companies to look and work just like the programs in Office. All of the products listed are certified Office Compatible. For more information, call the number listed for each product of interest.

A-Talk for Windows

Telecommunications for Microsoft Office: A-Talk+ supports Mail, Network DDE, Clipboard, Drag and Drop, VT 220, and Tektronix 4014.

Felsina Software — **Orders: (800) 300-1803**
Information: (213) 669-1497, ext. 3

Address Book

Address Book version 2.0 for Windows stores, organizes, and retrieves addresses, telephone numbers, and related notes. It makes lightning-fast searches, prints in a variety of formats, and even dials numbers automatically!

Parsons Technology — **(800) 223-6925**
Priority Code 762544M

FileWare™ for Microsoft Word

Easily delete, rename, move, and copy files, and make and remove directories all from inside Word! Powerful add-in suite includes Address Book and more. "48 Best Add-In Products"—*PC Magazine.*

Total System Solutions — **(800) 814-2300**

ABC SnapGraphics 2.0

With ABC SnapGraphics™ from Micrografx, you can create great-looking diagrams instantly! Twenty-one automated templates are provided, including flowcharts, organizational charts, time lines, network diagrams, and more.

Micrografx — **(800) 357-7239**

Capsule

Put your Office on autopilot! Automate tasks that involve moving data between Office programs—without programming, scripts, or macros.

Metaphor — **(800) 399-5111**

FlowModel

FlowModel™ is a powerful diagramming, flowcharting, and data modeling tool for business and system professionals. It is Microsoft Office Compatible and runs under Windows version 3.1 and Windows NT.

Arcland — **(610) 993-9904**

Action! 3.0 for Windows

Action!™ is a revolutionary package that you can use to quickly create dazzling presentations that incorporate digital video, sound, animation, graphics, and "interactivity."

Macromedia — **(800) 288-4797**

Essbase

Essbase™ is a multidimensional data access, analysis, and consolidation system that readily handles the largest corporate data sets. Essbase provides workgroup access to multiple views of data using Microsoft Excel.

Arbor Software — **(800) 858-1666**

Harvard ChartXL

Harvard ChartXL™ creates a broad selection of business, statistical, technical, and financial charts with impact that you can use with any of the applications in Microsoft Office.

Software Publishing — **(800) 336-8360, operator 423**

Microsoft® Office Compatible™

Most products mentioned here are manufactured by vendors independent of Microsoft; we make no warranty, implied or otherwise, regarding product performance or reliability.

MapLand

MapLand™ is spreadsheet mapping software that is an add-in to Microsoft Excel version 5.0. With MapLand, you can chart your data on a geographic map inside Microsoft Excel.

Software Illustrated **(510) 463-9898**

Prodea*Synergy*

Prodea*Synergy*™ automates tasks that use multiple Microsoft Office programs—without programming. Run them at the click of a button or schedule for later. $49 limited offer.

Prodea Software **(800) 427-2317**

Visio Express

Visio Express™ for Microsoft Office is the easiest way to create professional-quality business drawings and diagrams without leaving your Office programs.

Shapeware **(800) 446-3335, ext. 84F**

MetaStock for Windows

The leaders in investment software offer MetaStock™ for Windows to analyze stocks, bonds, mutual funds, and more. It's a full-featured investment tool that works with Microsoft Office.

EQUIS International **(800) 882-3040**

RoboHELP

Build your own professional-looking Help systems for Windows the easy way! RoboHELP® is the best Help authoring tool for Windows and Windows NT.

Blue Sky Software **(800) 677-4946 (619) 459-6365**

Visual HR™ Recruiting Manager

Recruiting Manager boosts the competitiveness of growing companies by automating the employee recruitment process. Save time and reduce costs while landing the most qualified candidates.

FLX **(800) FLX-HRIS**

METZ Phones

METZ Phones is the best way to centralize and manage all your address and telephone information. It's certified Office Compatible and includes full network support. Trial version available.

METZ Software **(800) 447-1712 (206) 641-4525**
BBS: (206) 644-3663

SmarTerm for Windows

SmarTerm™ for Windows is the most precise, full-featured PC-to-host connectivity software available.

Persoft **(800) EMULATE (608) 273-6000**

Word Assistant

Microsoft Word Assistant offers more ways for you to create professional-quality documents using Word version 6.0 for Windows. It includes professionally designed templates, fonts, clip art, and more.

Microsoft **(800) 626-8636**

MTX Accounting for Microsoft Office

MTX Accounting™ is the premier accounting system for Microsoft Office. Developed in Microsoft Access, this complete business system delivers on the promise of *Information At Your Fingertips*.

MTX International **(303) 790-1400**

SmartSketch

SmartSketch™ for Windows heralds a new generation of easy-to-use precision drawing tools. SmartSketch provides full-featured free-form drawing capabilities within Microsoft Office via OLE.

FutureWave Software **(800) 619-6193**

WordScan Plus 3.0

WordScan version 3.0 and WordScan Plus™ version 3.0 are the best OCR software programs to convert and process even degraded text-based documents into your popular Windows-based applications.

Calera **(800) 422-5372**

Office Assistant

Microsoft Office Assistant is a suite of professionally designed ready-to-run business solutions that will make your Office work easier and make you more productive. It includes 54 preformatted, ready-to-use business templates.

Microsoft **(800) 626-8636**

TurboCAD 2.0 for Windows

TurboCAD® combines the power of precision design and drafting with the ease and familiarity of a drawing program. It's the fastest way to redesign your home or office.

IMSI **(800) 833-8082**

Works for Windows

Microsoft Works version 3.0 is the integrated application that allows Windows-based users with little or no computing experience to get their daily computing tasks done quickly and easily.

Microsoft **(800) 626-8636**

Microsoft® Office Compatible™

Most products mentioned here are manufactured by vendors independent of Microsoft; we make no warranty, implied or otherwise, regarding product performance or reliability.

The future of office computing

by Pete Higgins

The recent emergence of "intelligent" office software that works the way you like to work, the increased use of video in personal computing, and the growing application of inexpensive high-speed networking within and between companies is changing the face of office computing. The computing industry will take these innovations to new heights in the future.

Here at Microsoft, we're developing new user interface technologies for the next generation of intelligent software that dynamically adapts to how you like to work. It tracks your work habits and preferences—for example, watching how you format letters, memos, and other common documents. Once your software learns how you like to communicate, it can automatically format your work. In the office of the future, increasingly intelligent software will allow you to finish tasks more quickly and complete more projects in less time.

By integrating telephony with personal computers, we'll take PCs far beyond today's computer video and networking capabilities. This integration will allow computer hardware and software companies, video manufacturers, and telephone companies to make real-time video teleconferencing a daily event at your desktop. Instead of picking up your telephone, you'll click your mouse to make a more meaningful connection.

Desktop video teleconferencing combined with high-speed, real-time data communication will give you a whole new way to work with others. You and I could be thousands of miles apart and work on the same document at the same time while saying such things as "What if we change this number?" The communication link lets us both see exactly what happens to the document, while the software's "workgroup productivity" tools make it easy for us to collaborate. The video cameras built into our computers let us see each other while we're working together with the software.

In the future, software will help you be a better communicator over long distances—letting you convey clear messages to almost anyone, anywhere. It's an extension of computing that will let you expand your ideas—and influence—beyond today's limits. M

Pete Higgins is senior vice president of the Desktop Applications division at Microsoft.

Write an essay that answers this question, and we could publish it in the next *Microsoft Magazine:*

If you were a software company, how would you manage product support services?

Send us your 300-word essay by December 21, 1994, to msmag@microsoft.com with subject name "Interface," or write to:

Microsoft Magazine
Interface
Microsoft Corporation
One Microsoft Way
Redmond, WA 98052-6399

If we publish your essay, we may need to edit it for space.

Why some offices lag behind

by Brian Lightfoot

When you ask fellow employees why their business tasks are not more computerized, you might hear "We've always done it that way!" or "If it ain't broke, why fix it?" How do you convince people that there are faster and better ways of automating the administrative tasks they face every day?

At my place of employment, a small business with fewer than 20 employees, record keeping still is done with pad and pencil. Paychecks are written with a pen, and old-fashioned balance books are maintained with handwritten entries.

So, what's wrong with bookkeeping done by hand? Well, nothing at first glance. The system works fine, albeit slowly and painstakingly. Payroll generation is easy to process, given that most state and federal agencies publish a multitude of lookup charts. Ledger cards for customer accounts are just a second or two away, just like the handy Rolodex® card. So why change?

Simple. Businesses face changing requirements for payroll computation, tax reports, and profit and loss reports for banking references. Also, electronic data can be duplicated easily for security purposes, whereas the loss of old-fashioned business records to burglary or fire can be catastrophic. A single floppy disk can hold all the financial data necessary to keep a business going.

In my opinion, the challenge facing software and hardware suppliers is not one of making their *products* better known, but rather one of making their *impact* better known to potential customers who might benefit.

Several well-known hardware and software suppliers have invited me to seminars specifically targeted to small business. However, everyone in the audience was already a customer of some sort. They had previous computer knowledge and exposure. Nothing was targeted to the business environment that has not yet made the jump from pencil and scratch pad to computer and mouse! Target this audience, and you have built a better mousetrap (pun slightly intended). And it might make my job a lot easier in the future. M

Brian Lightfoot is a construction estimator for Stanislaus Glass in Modesto, Calif.

MAKING THE LINK WITH MICROSOFT SUPPORT NETWORK: THE RIGHT ANSWERS, RIGHT NOW

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(800) 936-4400	Business Systems FastTips
(206) 936-6735	Microsoft Download Service
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PRIORITY 900-NUMBER SUPPORT

Charges appear on your phone bill

(900) 555-2000	Priority Desktop Programs ($2/minute, $25/incident cap)
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(900) 555-2100	Priority Comprehensive — Desktop Programs Personal Operating Systems Development Products Business Systems ($150/incident)

PRIORITY CREDIT-CARD SUPPORT

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(800) 936-5700	Priority Personal Operating Systems ($25/incident)
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(800) 936-5900	Priority Comprehensive — Desktop Programs Personal Operating Systems Development Products Business Systems ($150/incident)

STANDARD SUPPORT

Desktop Programs for Macintosh

Unlimited no charge via toll call

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(206) 635-7160	Microsoft Works for Macintosh

Desktop Programs for MS-DOS

Unlimited no charge via toll call

(206) 635-7210	Microsoft Word for MS-DOS
(206) 635-7150	Microsoft Works for MS-DOS

STANDARD SUPPORT (continued)

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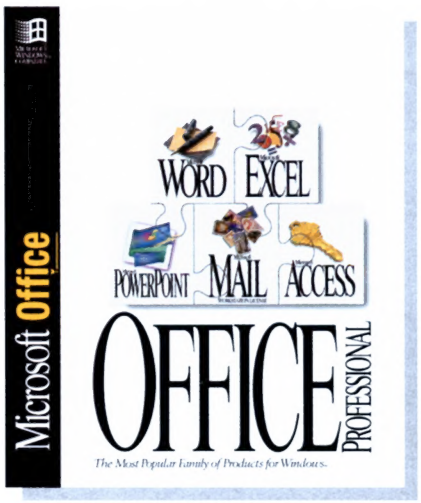

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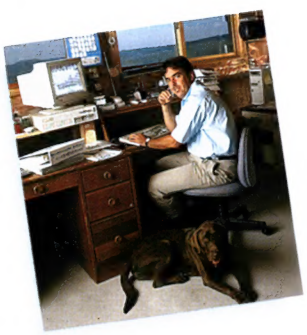

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